WHAT IS CLAIMED IS:

1. A printing method for printing an image by printing dots on a print medium, comprising:

(a) selecting a printing mode; and

(b) printing the image according to the selected mode;

wherein:

the step (b) includes:

executing main scanning by moving at least one of a dot printing head and a print medium; and

executing sub-scanning by moving the print medium in a direction perpendicular to a direction of the main scanning between the main scannings, and

the step (a) includes selecting one of:

a first printing mode wherein, when a relatively large image in a direction of the sub-scanning is to be printed, a relatively large number of dot-forming elements are used to form dots and a sub-scanning with a relatively large average feed are executed, and

a second printing mode wherein, when a relatively small image in the direction of the sub-scanning is to be printed, a relatively small number of dot-forming elements are used to form dots and a sub-scanning with a relatively small average feed are executed.

2. The printing method according to Claim 1, wherein:

the sub-scanning is executed with a relatively large fixed first feed in the first printing mode; and

the sub-scanning is executed with a relatively low fixed second feed in the second printing mode.

3. The printing method according to Claim 1, wherein:

the sub-scanning is executed repeatedly with a combination of a plurality of feeds in the first printing mode, an average of the plurality of feeds in the first printing mode being relatively large; and

the sub-scanning is executed repeatedly with a combination of a plurality of feeds in the second printing mode, an average of the plurality of feeds in the second printing mode being relatively low.

4. The printing method according to Claim 1, wherein the step (b) further comprises, in the second printing mode, printing dots with a first-use dot-forming element group and a second-use dot-forming element group during a same main scanning to print first and second images, the first-use dot-forming element group comprising dot-forming elements in a relatively upstream range in the direction of the sub-scanning, and the second-use dot-forming element group comprising dot-forming elements in a relatively downstream range in the direction of the sub-scanning, wherein

the first image is printed with the first-use dot-forming element group solely, and the second image is printed with the first-use dot-forming element group solely.

5. A dot printing device for printing dots on a print medium, comprising:

a dot printing head having a plurality of dot-forming elements for forming dots on the print medium;

a main scanning driver for executing main scanning by moving at least one of the dot printing head and the print medium;

a head driver for driving at least some of the plurality of dot-forming elements to form dots during the main scanning;

a sub-scan driver for executing sub-scanning by moving the print medium in a direction perpendicular to a direction of the main scanning between the main scannings; and

a control unit for controlling the main scanning driver, the head driver, and the sub-scan driver, the control unit comprising:

a first printing mode wherein, when a relatively large image in a direction of the sub-scanning is to be printed, a relatively large number of dot-forming elements among the plurality of dot-forming elements are used to form dots and a sub-scanning with a relatively large average feed are executed; and a second printing mode wherein, when a relatively small image in the direction of the sub-scanning is to be printed, a relatively small number of dot-forming elements among the plurality of dot-forming elements are used to form dots and a sub-scanning with a relatively small average feed are executed.

6. The printing device according to Claim 5, wherein, in the second printing mode, dots are printed with a first-use dot-forming element group and a second-use dot-forming element group during a same main scanning to print first and second images, the first-use dot-forming element group comprising dot-forming elements in a relatively upstream range in the direction of the sub-scanning, and the second-use dot-forming element group comprising dot-forming elements in a relatively downstream range in the direction of the sub-scanning, wherein the first image is printed with the first-use dot-forming element group solely, and the second image is printed with the first-use dot-forming element group solely.

7. A print controller for generating print data to be supplied to a printing device having a plurality of dot-forming elements, comprising:

a first print data generator for generating first print data to allow the printing device to print in a first printing mode to form dots by sub-scanning with a relatively large average feed using a relatively large number of dot-forming elements when a relatively large image is to be printed in a direction of the sub-scanning; and

a second print data generator for generating second print data to allow the printing device to print in the second printing mode to form dots by sub-scanning with a relatively low average feed using a relatively small number of dot-forming elements when a relatively small image is to be printed in the direction of the sub-scanning.

8. The print controller according to Claim 7, wherein:

the second print data generator generates the second print data to allow the printing device to print in the second printing mode to form dots with a first-use dot-forming element group and a second-use dot-forming element group during a same main scanning to print first and second images, the first-use dot-forming element group comprising dot-forming elements in a relatively upstream range in the direction of the sub-scanning, and the second-use dot-forming element group comprising dot-forming elements in a relatively downstream range in the direction of the sub-scanning,

the first image is printed with the first-use dot-forming element group solely, and the second image is printed with the first-use dot-forming element group solely.

9. A computer program product for printing an image by printing dots on a print medium, the computer program product comprising:

a computer readable medium; and

a computer program stored on the computer readable medium, the computer program comprising:

instructions for selecting a printing mode; and

instructions for printing the image according to the selected mode;

wherein:

the instructions for printing the image include:

instructions for executing main scanning by moving at least one of a dot printing head and a print medium; and

instructions for executing sub-scanning by moving the print medium in a direction perpendicular to a direction of the main scanning between the main scannings, and

the instructions for selecting a printing mode includeinstructions for selecting one of

a first printing mode wherein, when a relatively large image in a direction of the sub-scanning is to be printed, a relatively large number of dot-forming elements are used to form dots and a sub-scanning with a relatively large average feed are executed, and a second printing mode wherein, when a relatively small image in the direction of the sub-scanning is to be printed, a relatively small number of dot-forming elements are used to form dots and a sub-scanning with a relatively small average feed are executed.

10. A computer program product according to Claim 9, wherein the instructions for printing the image further comprise instructions for printing dots with a first-use dot-forming element group and a second-use dot-forming element group during a same main scanning to print first and second images in the second printing mode, the first-use dot-forming element group comprising dot-forming elements in a relatively upstream range in the direction of the sub-scanning, and the second-use dot-forming element group comprising dot-forming elements in a relatively downstream range in the direction of the sub-scanning, wherein the first image is printed with the first-use dot-forming element group solely, and the second image is printed with the first-use dot-forming element group solely.